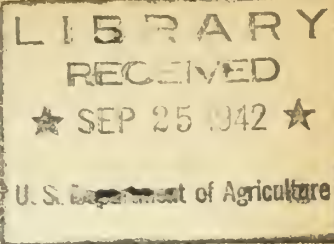


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UNITED STATES DEPARTMENT OF AGRICULTURE
Director of Information
Washington

September 14, 1942

OFFICE OF INFORMATION MEMORANDUM NO. 40

OWI Regulation No. 2 Concerning Radio Programs

Copies of OWI Regulation No. 2 are attached for your information and for immediate distribution to your field information people. Additional copies are available if needed. Just as soon as possible we will send you a supplementary memorandum on compliance by the Department of Agriculture with this regulation.

In his letter of September 9 transmitting Regulation No. 2 to Government Departments, Elmer Davis says: "On July 10, the Office of War Information issued Regulation Number One stating generally the operating functions of all departments and agencies, including this office, in the handling of government information related to the war.

"Today I am issuing Regulation Number Two amplifying Section 6 of Regulation Number One relating to review and clearance of all proposed radio programs.

"These procedures are established (1) because radio time is limited; and (2) to insure uniformity of government war policy to the end that the public is not confused by overlapping and conflicting statements issued from several sources."

Section 6 of OWI Regulation No. 1 referred to by Mr. Davis is as follows:

"6. Radio. Because radio time is limited, the Office of War Information will review and clear all proposed radio programs sponsored by Federal Departments and agencies (whether they directly bear upon war information or not), will allocate available time for such programs, and will serve as the central point of clearance and contact for the broadcasting industry in its relationships with Federal Departments and agencies concerning such government programs. Federal Departments and agencies desiring to disseminate information by radio will make necessary arrangements through the Chief of the Radio Bureau, Office of War Information; and the Chief of Bureau will be responsible for consulting the appropriate policy officers and subject-matter authorities in arranging final clearance of such programs."

Whitney Tharin
Acting Director of Information

Attachment

September 9, 1942

OWI Regulation Number 2

In accordance with OWI General Order #1, Section 6, issued July 10, 1942, all plans or proposals for new or continuing series or for individual radio programs developed by or for the national headquarters of the several Government Agencies for local stations or networks will be submitted to the Chief of the Radio Bureau, OWI, for clearance.

A. New Radio Programs Proposed by Headquarters of Government Agencies.

1. Plans for new radio programs will be submitted in writing to the Chief of the Radio Bureau with a complete statement, including

- (a) The purpose of the program or series;
- (b) The proposed method of presenting the program, whether over a network, through local stations, live or by transcription;
- (c) The cost of the program and by whom such costs are to be paid;
- (d) The date proposed for release of the individual program together with a copy of the script;
- (e) The date proposed for the initiation of a series, the proposed length of the series, and a sample script together with the name of the writer.

2. Programs approved for network use will be submitted by the Office of War Information to the networks for consideration. OWI will promptly inform the sponsoring Government Agency of the disposition made of the proposal.

3. Programs approved for transcriptions will be given a war information priority rating and the use of such programs will be scheduled in accordance with such ratings.

4. After approval of the basic plans, each script in the series, whether live or transcribed shows, will be submitted to the Radio Bureau, OWI, for clearance.

5. Requests for time for a single broadcast by a speaker may be handled directly by the several Agencies with the networks or stations. In accordance with OWI regulation #1, such speeches will continue to be cleared by the Chief of the Bureau of Publications and Graphics of the OWI.

6. The distribution of all radio scripts and transcriptions will be handled by the Radio Bureau of the OWI unless otherwise approved by the Chief of the Radio Bureau of OWI.

B. Government Material Supplied by National Headquarters to Established Radio Programs

1. Proposals by Government agencies for the inclusion of official material in established programs, commercial or sustaining, will be submitted to the Radio Bureau, OWI. At the discretion of the Radio Bureau this material

will be channelled to the proper outlets. Producers of radio programs seeking specific information or assistance from a Federal Agency, will be referred directly to the information division of the proper agency; OWI shall be informed of the assistance or information supplied.

2. Proposals by private organizations, networks, or sponsors for Federal agency collaboration in developing single programs or series of programs will be cleared with the Radio Bureau, OWI, by the agency concerned.

3. Allocation Plans (for placing Government messages on commercial and sustaining programs) will be continued by the Radio Bureau of OWI.

C. Government Radio Programs Now on the Air, Produced by or for National Headquarters.

1. All Federal Departments and agencies will submit scripts of all broadcasts to the Radio Bureau, OWI, for clearance.

2. Beginning October 1, the Chief of the Radio Bureau, OWI, will hold conferences with representatives of Federal Departments and agencies now broadcasting programs to review the importance of such programs to the war effort.

D. Radio Activities of Government Field Offices

1. Government radio material placed on local stations by or for the field offices of the several agencies will be cleared through the field offices of OWI. However, all instructions sent by the national headquarters of the Government agencies to field offices regarding the use of radio will be submitted for clearance to the Radio Bureau, OWI.

2. Proposals originating with field offices for new regional or national network programs or proposals for the inclusion of official material in established regional or national network programs, commercial or sustaining, will be submitted to the information headquarters of the agency concerned for clearance with the Radio Bureau, OWI.

E. This regulation will become effective on October 1, 1942.

(signed)

Elmer Davis
Director